

#6 New users complain that the product does not meet their expectations. What could be the reason?

Pre-SignUp

Post-SignUp



UX Core Guide by Wolf Alexanyan
<https://uxcg.io>



#5 Context effect , #22 Framing effect , #54 Halo effect

In our public communication and marketing materials, we have exaggerated the product's capabilities. After actually using the product, the user felt dissonance (**#20 Contrast effect**).

#63 Curse of knowledge , #16 Self-reference effect

The problem is our inability to put ourselves in the shoes of users. We attracted users to try our product by pointing out a real problem, but our solutions did not match their preferences.

#80 Appeal to novelty

Users decided to use our product because "it's good as it's new." Desire was driven by an emotional impulse, not a rational assessment of utility. In fact, the functionality turned out to be way less useful than they thought.

#74 Dunning-Kruger effect

Perhaps, with such complaints, users mask the fact that it is difficult for them to work with the product (low qualification/age/habit of working with paper documents/outdated approaches).

#17 Negativity bias

Users did not like a particular element of the product compared to the rest (**#101 Peak-end rule**).

#82 Generation effect

Users refer to some of our statements that we have never made. This is especially common for B2B customers. Because of this bias, it is useless to convince them otherwise in most cases. To alleviate the negativity, we can try using **#51 Placebo , #76 Illusion of control**.